LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY INC
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Tasty little number.

What we have here is an ultra light with taste. And before you say "impossible," we'd like to point out that Merit Ultra Lights is one of America's fastest growing brands. Thanks to Enriched Flavor,™ the impossible becomes possible. A tasty little number, indeed.

Enriched Flavor,™ ultra low tar. A solution with Merit.

Merit Ultra Lights

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

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Kings: 5 mg "tar," 0.5 mg nicotine av. per cigarette by FTC method

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